

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method, comprising:  
receiving, at a user device, advertising information from a remote advertising controller, along with an advertising rule, default location information, and time delay information associated with the advertising information;  
locally determining at [[a]] the user device contextual information associated with remote information being accessed by a user;  
locally determining at the user device that the advertising information is to be provided based on (i) the determined contextual information, [[and]] (ii) supplemental information associated with the user, and (iii) the advertising rule;  
locally and dynamically calculating, at the user device, an adjusted screen display position, wherein a user screen display comprises a two dimensional area having an x-axis and a y-axis and the default location information is adjusted along at least one of the x or y axis; and  
providing, after a delay indicated by the time delay information, the determined advertising information from the user device to the user via the screen display at the adjusted screen display position.

2. (Previously Presented) The method of claim 1, wherein the supplemental information is associated with at least one of: (i) geographic information, (ii) user device information, or (iii) other advertising information that has been provided to the user.

3. (Currently Amended) The method of claim 1, wherein said ~~providing~~ receiving is associated with:

~~providing~~ receiving the advertising information [[to]] at the user device via a communication network; and

providing the advertising information from the user device to the user when the user device is not communicating via the communication network.

4. (Canceled)

5. (Previously Presented) The method of claim 1, wherein the contextual information comprises at least one of: (i) a key word, (ii) a search term, or (iii) uniform resource locator information.

6. (Currently Amended) An apparatus, comprising:  
a processor; and  
a storage device in communication with said processor and storing instructions adapted to be executed by the processor to:

receive advertising information from a remote advertising controller, along with an advertising rule, default location information, and time delay information associated with the advertising information;

locally determine contextual information associated with remote information being accessed by a user;

locally determine that the advertising information is to be provided based on (i) the determined contextual information, ~~[[and]]~~ (ii) supplemental information associated with the user, and (iii) the advertising rule;

locally ~~determine a~~ and dynamically calculating an adjusted screen display position, wherein the screen display comprises a two dimensional area having an x-axis and a y-axis and ~~said dynamically adjusted screen display position~~ the default location information is adjusted along at least one of the x or y axis based at least in part on the received location information;

locally and dynamically calculating an adjusted screen display position, wherein a user screen display comprises a two dimensional area having an x-axis and a y-axis and the default location information is adjusted along at least one of the x or y axis; and

provide, after a delay indicated by the time delay information, the determined advertising information to the user at the ~~dynamically~~ adjusted screen display position.

7. (Previously Presented) The apparatus of claim 6, wherein the supplemental information is associated with at least one of: (i) geographic information, (ii) user device information, or (iii) other advertising information that has been provided to the user.

8. (Original) The apparatus of claim 6, wherein the advertising information is ~~provided to the user device via~~ received at the apparatus from a communication network and is provided to the user when the user device is not communicating via the communication network.

9. (Canceled)

10. (Previously Presented) The apparatus of claim 6, wherein the contextual information comprises at least one of: (i) a key word, (ii) a search term, or (iii) uniform resource locator information.

11. (Currently Amended) A computer-readable medium storing instructions adapted to be executed by a processor to perform a method, said method comprising:

receiving, at a user device, advertising information from a remote advertising controller, along with an advertising rule, default location information, and time delay information associated with the advertising information;

locally determining at [[a]] the user device contextual information associated with remote information being accessed by a user;

locally determining, at the user device, supplemental information associated with the user, wherein the supplemental information includes information about products previously advertised to the user;

locally determining at the user device that the advertising information is to be provided based on (i) the determined contextual information, [[and]] (ii) the supplemental information associated with the user, and (iii) the advertising rule;

locally and dynamically calculating, at the user device, an adjusted screen display position, wherein a user screen display comprises a two dimensional area having an x-axis and a y-axis and the default location information is adjusted along at least one of the x or y axis; and

providing, after a delay indicated by the time delay information, the determined advertising information from the user device to the user via the screen display at the adjusted screen display position.

12. (Previously Presented) The medium of claim 11, wherein the supplemental information is associated with at least one of: (i) geographic information, (ii) user device information, or (iii) other advertising information that has been provided to the user.

13. (Currently Amended) The medium of claim 11, wherein the advertising information is ~~provided to~~ received at the user device via a communication network and is provided to the user when the user device is not communicating via the communication network.

14-15. (Canceled)